

Plan Commission Application

City of Verona – Planning & Development Department

111 Lincoln Street
Verona, WI 53593-1520
(608) 848-9941

| X | Description | Initial Plan Commission Review | Administrative Fee |
|--|--|--|-----------------------|
| | Annexation | | \$ 300.00 + Taxes |
| | Conditional Use Permit | | \$ 300.00 |
| | Site Plan | | \$ 300.00 |
| | Variance | | \$ 300.00 |
| | Zoning Map Amendment (From ____ To ____) | | \$ 300.00 |
| | Zoning Text Amendment | | \$ 300.00 |
| | Planned Unit Development | Step 2: Concept | \$ 300.00 |
| | | Step 3: General Development Plan Review | \$ 300.00 |
| | | Step 4: Precise Implementation Plan Review | \$ 300.00 |
| | Certified Survey Map (CSM) | | \$ 150.00 + \$100/lot |
| | Preliminary Plat Review | | \$ 300.00 + \$50/lot |
| | Final Plat Review | | \$ 300.00 + \$25/lot |
| *NOTE: Administrative filing fees are due at the time an application is filed with the City and are not refundable. In addition to the Administrative fees, City staff time (City Engineer and City Attorney) will be charged back to the applicant. The Applicant will receive monthly invoices of payments due. | | | |
| Date: September 3, 2020 | | | |
| Project/Business Name: Preim Properties, LLC | | | |
| Address/Location: 300 East Verona Avenue | | | |
| City, State, Zip Code: Verona, WI 53593 | | | |
| Proposed Use of Property: Direct Primary Care Clinic with apartments above | | | |
| Applicant: Amanda Preimesberger, MD | | Property Owner: Preim Properties, LLC as of September 29, 2020 | |
| Address: 10260 Fertile Ridge Road | | Address: 10260 Fertile Ridge Road | |
| City/State/Zip: Mount Horeb, WI 53572 | | City/State/Zip: Mount Horeb, WI 53572 | |
| Phone: (608) 575-2734 | | Phone: (608) 575-2734 | |
| E-mail: amanda.preimesberger@gmail.com | | E-mail: amanda.preimesberger@gmail.com | |
| Signature: | | Signature: | |

By filing the application that results in a public hearing, the applicant agrees and consents to the placement of a sign on his or her property. The applicant also agrees that the sign shall be left in the location(s) chosen by the Zoning Administrator until after the public hearing occurs, unless the application is formally withdrawn by the applicant prior to the public hearing. The applicant shall periodically check the sign to verify that the sign has not been removed and has not been modified or vandalized. The applicant shall immediately notify the Zoning Administrator if the sign was removed or if the sign was modified or vandalized.

September 3, 2020

Ms. Katherine Holt
City of Verona
111 Lincoln Street
Verona, WI 53593

Re: 300 East Verona Avenue – Plan Commission Initial Review Submittal

Ms. Holt,

We are excited to formally introduce the development concept for 300 East Verona Avenue to the Plan Commission for initial review on October 5, 2020. As you know the property is currently zoned Central Commercial (CC) and we are proposing a structure, and uses, that is permitted within this zoning classification. The two-story building is comprised of the grade floor that will hold Amanda Preimesberger's Direct Primary Care Family Medicine Clinic and the second floor is utilized for (2) One-Bedroom Apartments. Attached to this submittal is a letter from Amanda better describing the clinic's concept, goals, and operation. The apartment units will utilize the two-car garage within the building's grade level to meet the parking requirements associated with the units themselves. Though parking is not required for the clinic operation in the CC zoning, we are providing three additional surface stalls that will be dedicated for clinic use during the hours of operation as described by Amanda in her letter. The building layout conforms to all setback requirement, height constraints, and landscaping/fencing requirements.

From an architectural standpoint the structure is looking to work within the transitional character provided at this site where the commercial frontage along East Verona Avenue transitions back to the residential character to North Jefferson Street. The building utilizes a combination of brick masonry as well as cement board siding, in a lap as well as board and batten installation, to breakdown the scale of the building and provide unique architectural elements at the corners of the structure. The masonry masses of the building along East Verona Avenue are tied together with a standing seam metal roof to highlight the entry to the clinic at grade level. The large planter at the corner of East Verona Avenue and North Jefferson Street help to provide an inviting landscaped corner condition that will also contain building signage. The eroded corner at the second floor breaks down the scale of the building and provides an outdoor terrace element for both the clinic and potentially the apartments to utilize during non-clinic hours. As the building moves along North Jefferson the scale is broken down with the metal roof line extending to highlight the apartment entry along the street and the elevation terminates with the masonry massing of the garage; windows within the garage wall help to provide a sense of transparency to pedestrians moving past on the street. The exposed structural members of the framed roof lines at these conditions also help to highlight the entries and provide a textural element to the elevations.

We feel this new business is a major asset to the ever-growing population in Verona and the scale and character of the building continues to improve upon the character of the main east-west corridor through the city. We look forward to discussing this exciting project further on October 5th.

Sincerely,

Marc Schellpfeffer, AIA
Partner

Attachments: Letter from Amanda Preimesberger describing business, Concept Site Plan, Concept Floor Plans, and Exterior Images

300 E. Verona Avenue | Direct Primary Care Family Medicine Clinic

Direct Primary Care (DPC) medicine is an innovative and growing model of healthcare that revives the foundation of the patient-physician relationship through affordable, transparent and personalized care. It's very similar to days past when a small town doctor ran their own practice, intimately knew the needs of each of their patients and kept healthcare simple and affordable.

For a low monthly practice membership fee, patients have access directly to their physician for comprehensive primary care, prenatal and office procedure needs and many urgent/sick-care services. Care delivery may occur via office visit, telephone, email, virtual video visit or even house calls when indicated. The physician works directly for the patients. There are no copays or hidden fees. Because a DPC practice does not bill insurance, the physician is not bound to directives from insurance companies or corporate medicine motives and can serve patients in the manner that best optimizes their health and well being, regardless of insurance status or carrier type. By contracting directly with their physician, patients maintain a continuity relationship with their doctor regardless of changes to their insurance carrier or employer benefits status. Many small business owners unable to offer full insurance benefits to their employees find they *are* able to offer DPC memberships for them, and are a major value-added investment in keeping their staff happy, healthy and productive.

Patients receive many benefits of practice membership. A typical full-time DPC physician cares for 400-600 total patients, whereas a system-employed doctor needs to carry a panel of 2000-3000 patients in order to support the administrative overhead of the large medical system. No longer being one of >20 patients on the doc's schedule for the day, patients are one of just 5-8 patients. This translates to more time with their physician, no rushed 10 minute visits, fewer unnecessary additional visits and referrals, and the ability to access a physician that knows them rather than an unfamiliar provider due to overbooked schedules. In addition, patient members are able to obtain generic prescription medications and complete lab work directly through the DPC practice for cash-pay savings of up to 85-90% of typical insurance based pricing. Many DPC practices work to negotiate discounted cash-pay pricing for imaging and outside procedural needs for their patients as well.

In this model, patient volume and overhead are significantly less than a traditional medical clinic. This means a quiet clinic setting with very low traffic flow. Staffing the first year at this site is projected to be a micropractice: just the physician. By years 2 and 3, this clinic is projected to be fully staffed with 2 physicians and 1-2 medical support staff, with a max of 3 of them on site concurrently in a given day. Given patient visits are longer and patient panels are much smaller, there are no wait times or congested parking areas. One patient has typically completed their visit prior to the next one arriving.

This Family Medicine practice will serve patients of every age. Anticipated practice hours will be Monday through Friday, 8:30am to 4pm. One day per week, clinic may open at 7am to accommodate patients needing on-site visits outside of typical work hours. As noted above, patient care will also occur virtually by several means throughout the clinic day *without* on-site traffic to the clinic. Controlled substances (opiates, stimulants, benzodiazepines, etc) will NOT be dispensed or stored on-site.

As a Mount Horeb native, and former resident physician at the UW Health Verona clinic many years ago, I look forward to returning closer to my small town roots to offer patients more personalized and affordable care. A lifelong Badger, I completed my undergraduate Bachelor of Science in Kinesiology/ Athletic Training, and medical school and residency training through the University of Wisconsin-Madison and UW School of Medicine and Public Health. Board-certified in Family Medicine since 2008, I have been practicing in Madison since then, offering comprehensive wellness/preventive and acute care for all ages, as well as prenatal and obstetric care, and multiple office based procedures.

Amanda Preimesberger, MD

amanda.preimesberger@gmail.com | cell 608-575-2734 | Facebook: [Amanda Preimesberger, MD](#)

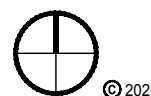


Conceptual Site Plan

300 East Verona Avenue; City of Verona Initial Plan Commission Meeting - October 5, 2020

Scale: 1" = 30'-0"

September 3, 2020



cās₄
architecture, llc

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Conceptual Building Plan - Grade Level (2,740 gsf; 2,078 gsf Clinic)

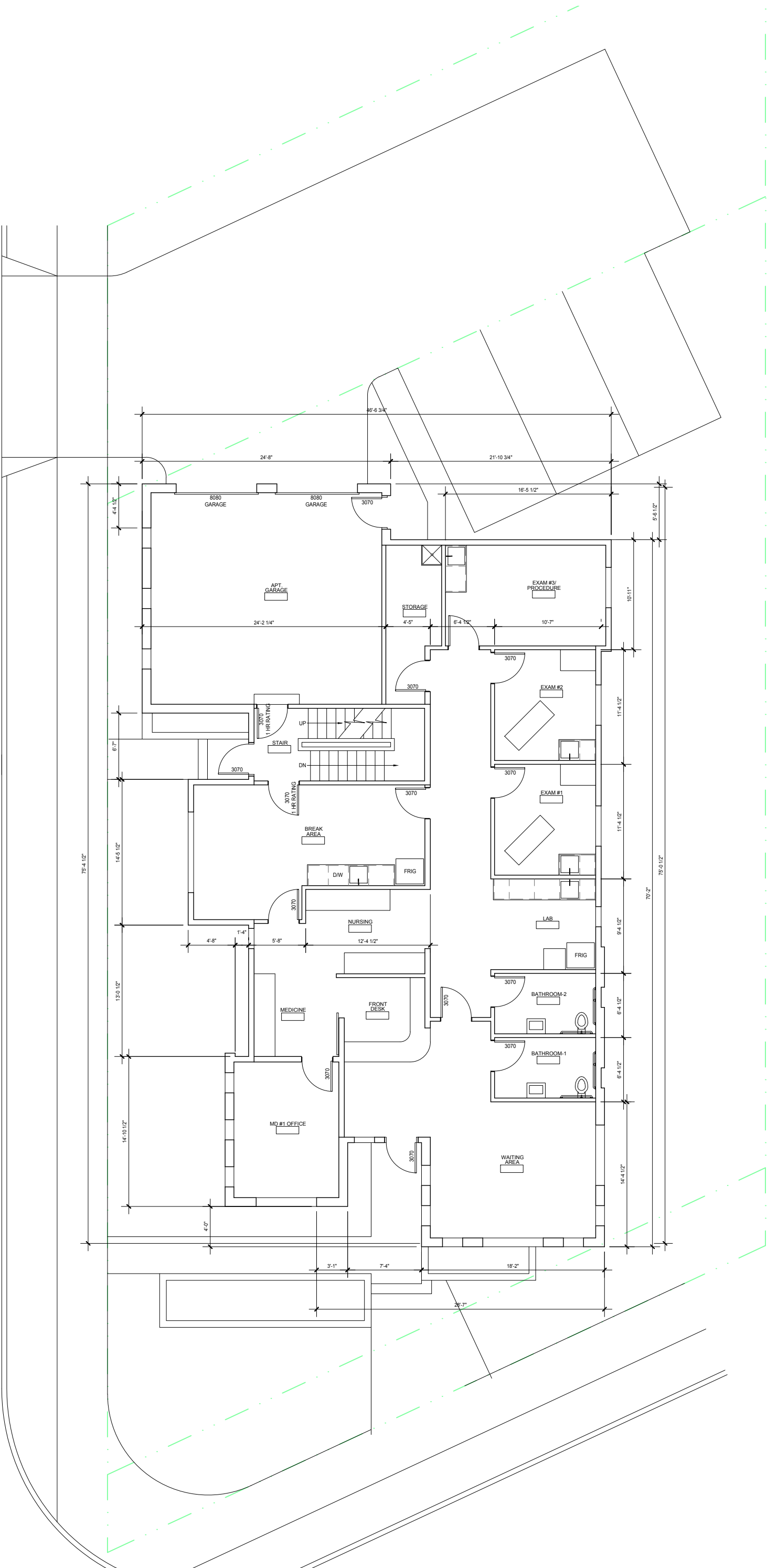
300 East Verona Avenue; City of Verona Initial Plan Commission Meeting - October 5, 2020

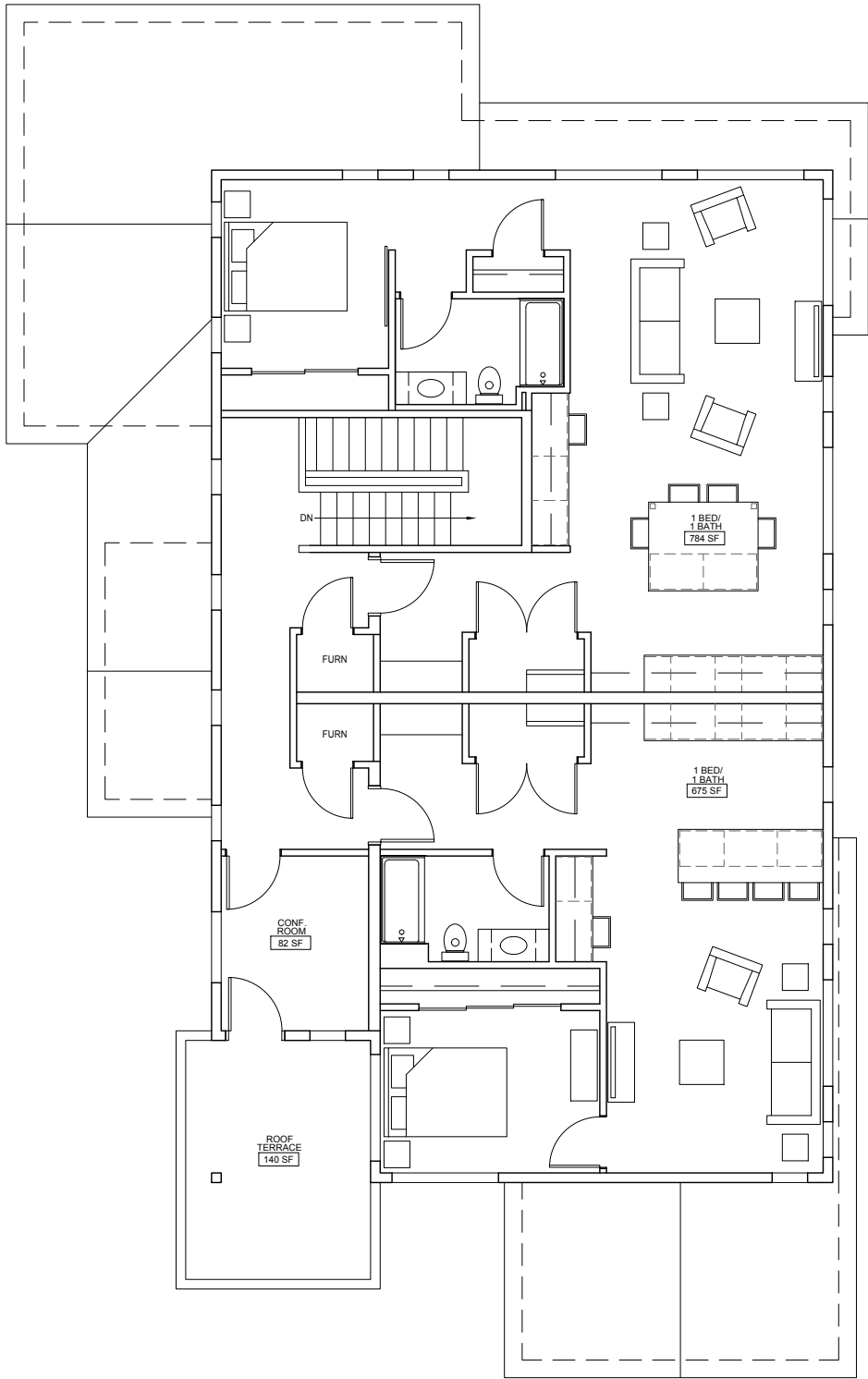
Scale: 1" = 10'-0"

September 3, 2020



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Conceptual Building Plan - Second Level

300 East Verona Avenue; City of Verona Initial Plan Commission Meeting - October 5, 2020

Scale: 1" = 10'-0"

September 3, 2020



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Building Exterior Images - View from corner of East Verona Ave. and N. Jefferson St.

300 East Verona Avenue; City of Verona Initial Plan Commission Meeting - October 5, 2020

Scale: No Scale

September 3, 2020



Building Exterior Images - View from East Verona Ave.

300 East Verona Avenue; City of Verona Initial Plan Commission Meeting - October 5, 2020

Scale: No Scale

September 3, 2020



Building Exterior Images - View from North Jefferson St.

300 East Verona Avenue; City of Verona Initial Plan Commission Meeting - October 5, 2020

Scale: No Scale

September 3, 2020



Building Exterior Images - View from Northeast corner of site

300 East Verona Avenue; City of Verona Initial Plan Commission Meeting - October 5, 2020

Scale: No Scale

September 3, 2020